



2015 ENERGY STAR® Award Application Partner of the Year – Service and Product Provider

Eligibility: ENERGY STAR Partners that provide energy efficiency related *products and/or services* to the commercial, institutional, and industrial markets. This includes energy services companies (ESCOs), unregulated energy retailers and marketers, engineers, architects, energy consultants, contractors, distributors, manufacturers, commercial lenders, energy information providers, and any other provider of energy efficiency-related products and/or services. **Additionally, please read the separate General Instructions for all applicants.**

Description: The Partner of the Year – Service and Product Provider (SPP) Award honors businesses and organizations that catalyze market transformation in energy efficiency through their products, services, and/or effective outreach efforts. Award-winning SPPs can demonstrate outstanding success in helping private- or public-sector organizations to improve energy performance in their existing buildings/manufacturing plants and in their building designs.

Narrative: Your submitted application should not exceed **10 pages** in 12-point font. **Margins should be no less than 1" on all sides.** Pages that exceed the limit will not be evaluated. Applicants are encouraged to submit supplemental materials that support the application, such as program descriptions, brochures and energy policy statements, as long as they are clearly referenced within the application. These materials will not count towards the 10-page limit, but must be directly relevant to energy performance and ENERGY STAR.

Winning applications will clearly show the organization's commitment to and success in improving facility energy performance for their clients through services, programs, and outreach efforts leveraging ENERGY STAR.

- **Executive Summary (300 words or less)**—Please provide a brief overview of your organization and the highlights of key accomplishments that make you eligible for this ENERGY STAR award. Include all of the following information: company revenue; location of company headquarters; brief summary of company (2-3 sentences); and a summary of your top three 2014 ENERGY STAR accomplishments. In the event that you are chosen to receive an award, this text will be used to prepare a summary of your organization's achievements. The Executive Summary will **not** count toward the 10-page limit.

**2015 ENERGY STAR® Award Application Partner of the Year
for Service and Product Provider**

- **Accomplishments**—Organizations applying for the Partner of the Year Award should provide **a detailed description of your 2014 accomplishments** demonstrating how you have met the required criteria.
- **Cumulative Accomplishments**—When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved \$3 million in 2010 and more than \$10 million since 2001).

Criteria: The 2015 ENERGY STAR Awards will be based on work and accomplishments completed during the most recent **12 months**, except where specifically noted. Accomplishments outside this time period may be mentioned for reference and to demonstrate continuous improvement.

Scoring: The application is scored on a 100-point scale and the weight of each section or question is provided.

All Service and Product Provider Partners must address the criteria in Sections 1 and 3 within your narrative. Complete EITHER Section 2A or Section 2B and include the completed section in your narrative.

SPPs that work primarily with existing buildings should complete Section 2A. SPPs that work primarily with building designs should complete Section 2B.

1. Organization + Business Practices

50 points

All ENERGY STAR Service and Product Providers are committed to improving their customers' energy performance. Describe how you use your ENERGY STAR partnership to differentiate your organization and improve your business relationships with your customers.

Mission and Business Practices – 30 Points

Mission Statement
Describe how your mission aligns with the ENERGY STAR program. Describe the value this partnership brings to your organization.
Delivering Energy Efficiency
Describe how your organization delivered energy efficiency in building designs and/or existing buildings that achieved superior energy performance.
Business Practices

Describe how your organization has integrated ENERGY STAR tools and resources into your business practices. Explain how these tools and resources have contributed to the success of your organization. Indicate which tools and resources you used and how these tools and resources were useful to you and your clients.

Achievement and Collaboration – 20 Points

Examples / Case Studies

Provide examples of how your organization used ENERGY STAR tools and resources to evaluate energy-efficient design strategies and/or energy improvement practices for your clients. Highlight any of the following activities for your examples: energy management strategies, best practices, setting and achieving design targets, and energy improvement measures. Discuss and quantify the resulting or potential energy and costs savings and environmental benefits.

Collaboration and Feedback

Describe how your organization has provided feedback or collaborated with EPA on the design and functionality of ENERGY STAR tools and resources, such as: participating in the Portfolio Manager/Target Finder and data exchange web services redesign processes; beta-testing score algorithms; reviewing publications; etc.

2A. Measurement and Efficiency (Existing Buildings)

25 Points

Quantify the results of your efforts to help your clients improve the energy performance of their existing buildings and/or manufacturing plants.

All results included in Category 2A should cover only the most recent 12 months.

Benchmarking in Portfolio Manager – 15 points

	Applicant Answer
Number of buildings benchmarked that received an energy performance score and/or EUI	
Number of buildings benchmarked more than once	
Number of buildings in your customer portfolio / Percentage of customer portfolio benchmarked	%

ENERGY STAR Certification – 10 points

Number of buildings that earned the ENERGY STAR	
Number of buildings that earned the ENERGY STAR more than one time	

Industrial SPPs:

In lieu of completing Section 2A, SPPs that serve only the Industrial market should develop a brief narrative highlighting their work in improving industrial customers' energy performance. This narrative should include:

- Percent weighted average of total energy consumption reduced as a result of the services and products provided;
- Number of ENERGY STAR Teaming Profiles developed; and
- Any other measure that illustrates improved energy performance as a result of the services and products provided.

2B. Measurement and Efficiency (Design Projects)

25 Points

Quantify the results of your efforts to help your customers improve the energy performance of their building design projects.

All results included in Category 2B should cover only the most recent 24 months.

Target Setting in Target Finder – 5 points

	Applicant Answer
Number of total design projects with a whole-building energy target	
Number of design projects with an energy use target established using Target Finder	

Designed to Earn the ENERGY STAR – 15 points

Number of design projects submitted to EPA that achieved Designed to Earn the ENERGY STAR	
Average energy reduction percentage of projects that achieved Designed to	

Earn the ENERGY STAR	
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ENERGY STAR Certification for Completed Projects – 5 points

Number of built projects benchmarked in Portfolio Manager	
Number of built projects that earned the ENERGY STAR	

3. Marketing and Recognition

25 Points

Describe how your ENERGY STAR partnership has helped your organization market its services and recognize the success of its projects and clients.

Marketing Strategies and Collateral – 15 points

Marketing Strategies Describe how your organization has integrated ENERGY STAR into its marketing materials and strategies to attract new clients and/or maintain existing clients.
Recruiting Partners Identify clients and other affiliates that you have recruited to become ENERGY STAR partners.
Promoting ENERGY STAR Discuss how and to whom your organization promoted ENERGY STAR. (Cite examples from conferences, events, internal and external training, marketing materials and publications, etc.)
Marketing Collateral Samples Include electronic copies of any marketing materials, articles, publications, white papers, Web pages, and other media that use the ENERGY STAR logo and/or reference the ENERGY STAR program. Explain how each piece of collateral was used, and estimate the size of the market each piece reached. Note: Materials provided will not count towards the 10-page limit for this application. (Submit only materials relevant to ENERGY STAR.)

Recognition and Awards – 10 points

Recognition for Your Clients

Describe how your organization has helped clients gain recognition for achieving energy efficiency and enhanced performance in design projects and/or existing buildings. Include any ENERGY STAR Building, Design, and Leaders profiles; success stories; or case studies that your organization or EPA created for your clients' buildings or design projects.

Recognition for Your Firm

List any additional energy and environmental awards that your organization has earned for its work on design projects and/or existing buildings.